Art&Emotion experiment description

Link to the experiment (EN version):

<https://docs.google.com/forms/d/e/1FAIpQLScC0vh33NfSKWVPrQjBBzQAlnjcyTKDZ0Wc8Ui1geUQrpN5jQ/viewform>

The Art & Emotions experiment comes from the need to investigate the relationship between art and emotions and to collect written data (User Generated Content) in all the languages of the SPICE project, as well as emotional annotations, useful for training and improving the Semantic Annotator we are developing for the project.

For the experiment we use Google Form.

The ultimate goal is to create a version of the experiment for the collection of each museum involved in the project. The first tranche of the experiment is based on the GAM collection.   
The experiment consists of 12 artworks, chosen from a group of artworks previously provided by the museum. Each artwork is presented in a different section of the form; for each of the artworks, the user is asked to answer two open questions:

1. “What do you see in this picture? Write what strikes you most in this image"

2. "How does this artwork make you feel? Write your feelings, emotions, thoughts"

The user is then asked to select one or more emojis, since the Semantic Annotator aims to also detect emojis. A list of some main emojis is provided as choices and/or there is the possibility to click on "other" and enter other emojis from Emojipedia through a link provided in the question.   
For each of the artworks, the user can decide whether to skip to the next artwork, if he does not like the one in front of him or go back to the previous artworks and modify the answers.

The question about emotions is left open so as not to force the person to choose emotions from a list of tags which are the tags of a model (e.g. Plutchik), but leaving him free to express the different shades of emotions that can be felt.

Before getting to the heart of the experiment, with the artworks sections, the user is asked to leave some personal information (anonymously), to help us getting an idea of the type of users who participated in the experiment.

The questions are:

1. Age (open)
2. Gender (male, female, prefer not to say, other (open))
3. How would you define your relationship with art?

* My job is related to the art world
* I am passionate about the art
* I am a little interested in art
* I am not interested in art

4. Do you like going to museums or art exhibitions?

* I like to visit museums frequently
* I go occasionally to museums or art exhibitions
* I rarely visit museums or art exhibitions

The experiment was proposed in all the five languages of SPICE, thanks to the help of the project partners in translating. A different form has been created for each language, maintaining the exact same structure

It was initially decided to ask three questions:

1. What do you see in this picture? Write what strikes you most in this image.

2. What does this work of art make you think of? Write down the thoughts and memories the picture evokes

3. How does this painting make you feel? Write the feelings and emotions that the picture evokes in you

After a first round of dissemination (between May and July 2021), once the answers were obtained and read, we decided to reduce the questions to two, combining the question about thoughts and the one about emotions into one, resulting in the question "How does it make you feel this work? Write your feelings, emotions, thoughts ", to avoid redundancy in the answers and lighten the load of requests for the user.

The goal over the next few months is to replicate the experiment for the collections of the other museums involved in SPICE (Hecht Museum, IMMA, Design Museum Helsinki, Museo Nacional de Ciencias Naturales).